

ND Social Media User Group

ITD Boardroom

March 13th, 2015

9:00 A.M. – 10:30 A.M.

Attendance: Unavailable

Scribe: Jeff Quast

Agenda:

1. Introductions and meeting overview
2. Social media management tools presentation -
 - a. Focus on HootSuite and Radian6
 - b. Q&A
3. Using personal profiles to manage agency social media accounts
 - a. Recently there have been some questions about how to give employees access to manage agency social media accounts. For example, to manage an agency page on Facebook, you need to have a personal profile. The same is true for LinkedIn.
 - b. There are two ways to go about giving employees access to agency profiles. One is the most obvious, you add their personal profiles as page admins. This option has obvious pitfalls, such as accidentally posting as the agency when employees mean to post as themselves. A second risk is that if a personal profile is hacked, or an employee leaves the state they still have access to agency pages after they have left. You can mitigate some of these risks by utilizing granular admin control on Facebook.
 - c. Your second option is to create a personal profile used solely as a means to access the agency page. This method reduces chance of accidentally posting something personal to an agency page, and eliminates the fear of a personal profile being hacked and used to manage a page – there is still a chance that your fake profile could be hacked, but that's unlikely because it won't really be an active profile – you won't have friends, won't like anything, won't post anywhere.
 1. Additionally, you should max out the privacy settings of this profile so it can't be found via search. This will further decrease the chance of a hack and the likelihood that someone would accidentally find the fake profile.
 2. The one downside to this is that if you have multiple employees posting to the page, you will not know who in your department made each post. If employees login using their personal profile you can track who made each individual post as the page.
4. Potential updates to state website privacy policies

- a. Privacy policies tell users what data you are collecting from them as they use their site and how you will handle that data. Every state website and application should have a privacy policy.
 1. Child Support Enforcement recently changed their name to simply “Child Support.” Most privacy policies used on ND State websites still include “Enforcement.” Please edit your policy to reflect the name change.
 - b. Additionally, many states are now utilizing a single privacy policy to cover all agency websites. This is something that is being discussed for North Dakota. Please provide feedback on this possible change.
 1. This option was discussed but they group felt that they did not have the expertise to make a recommendation.
5. Updated nd.gov website banner
- a. The ND.gov banner recently received a small update. Tourism updated the official “North Dakota Legendary” logo, which is featured on the right side of the banner. It’s a little cleaner look than the old logo. Please check your website to see if it’s using the updated logo. If it’s not, then contact ITD if we built your website, or your IT coordinator, to update the logo.
 - b. Additionally, you will want to check if the banner uses responsive design. Responsive design meaning the banner will adjust to work well with all screen sizes, including phone and tablet. There are currently a number of implementations of the banner scattered across state websites, but ITD has provided the code for a fully responsive banner that should work for all agency websites. Utilizing this code should help guarantee that the banner on your site looks like other agency websites, and eliminate the cost incurred to engineer the banner from scratch.
 - c. Check <http://www.nd.gov/banner/> for the code.
6. Digital communication resources for agencies
- a. A few years ago the Social Media Users Group was started to fill a void. Social media was starting to mature, and the state, ITD in particular and the Enterprise Architecture (<http://www.nd.gov/itd/services/enterprise-architecture>) process, hadn’t done anything to address it. No standards existed, no best practice guides, there was no real direction or collaboration. Agencies were on their own to navigate this new communication tool. The formation of the SMUG helped fill this gap, it at least created a place for agencies to share best practices, talk about the issues they were having, and give input on the EA process.
 - b. As the SMUG has evolved, it has become clear that social media strategies, tools, guidance, standards, etc. don’t exist in a void. They are all integral to a larger online presence and communication effort. The people that manage agency social media, also manage agency websites and publications. The communication strategy used for social media is part of a larger strategic communication plan for

websites and publications. When looking and at and thinking about communication holistically, we've realized that ITD is not organized to properly meet the reality of the state of digital communication. ITD's internal structure splits communication duties among too many parties and no individual is specifically tasked with providing agencies resources for navigating digital communication.

- c. Therefore, ITD is moving the responsibilities for managing the ND.gov portal and associated social media accounts, the SMUG, and ITD's own communication efforts to one person. Additionally, a new page is being created on ITD's website to provide agencies a single location to find digital communication resources. More to come on this transition.

7. Open Discussion

- a. One agency asked how they can learn more about guidelines for what kind of photos can be published, if permission is needed, and what kind of legal issues are in play.
- b. In most cases the photos agencies take are open records, even if they are not 'approved' by the subjects in the photos
- c. There doesn't seem to be a clear answer or solution, it is a sensitive topic
- d. It is easier to manage permissions or approvals for smaller controlled groups, but when the group is large and dynamic, it is more difficult to manage consent.
- e. More research will be done on this topic and brought back at the next meeting